



# TINTA

---

Bi1. 23, VOL. 4/2014

ISSN:0127-5100

---

**LEADERSHIP IN INFORMATION MANAGEMENT**



# REDAKSI SEKALUNG BICARA

**Penaung:**

Prof. Dr. Hj Laili Hj Hashim

**Dekan Fakulti Pengurusan Maklumat**

**Pensyarah Penasihat:** En. Azmi bin Ab. Rahman

**Ketua Editor:** Norli Ezzati bt Mohd Abu Hassan Alshari

**Penolong ketua Editor:**

Aida binti Kamaludeen

**Setiausaha:**

Nurul Syahirah binti Md Salleh

**Editor:**

Nur Anis Syuhada binti Ab Malek  
Nurul Syahirah binti Md Salleh  
Hafizah binti Md Aris  
Umi Nazirah binti Zainal  
Nur Syazwani binti Bakar

**Pemberita/Pelapor:**

Akilah Nadirah Mohd Roszelin  
Mohamad Hafiz bin Abdullah  
Shantie binti Mohamad

**Grafik:**

Norsyuhada binti Mohd Hanafi  
Amir bin Muhamad Shafie

**Penerbit:**

FAKULTI PENGURUSAN  
MAKLUMAT  
UiTM PUNCAK PERDANA

ISSN: 0127-5100

Assalamualaikum,

Alhamdulillah, first of all we would like to thank Allah S.W.T as finally we are able to accomplish our task in publishing of TINTA about LEADERSHIP IN INFORMATION MANAGEMENT. We also would like to say thank you to our family and friends for supporting us throughout the time when we were doing this task.

Furthermore, we also would like to express our gratitude to our advisor Mr Azmi bin Abdul Rahman for all the advices, guidance that he had given throughout the task and we also would like to say thank you again for all the moral supports that he had given to us in completing this publishing of TINTA. Now we understood how the publication process and this process is not simple like what we think.

Last but not least our big thanks to all the contributors that contribute their article for our TINTA publication. Without them there is no meaning of this TINTA publication.

Again, we would like to thank everyone who had involve in helping us finishing the assignment and all the supports that they had given to us and happy reading.

Editorial Team,

TINTA (Leadership in Information Management)

## INFORMATION

TINTA is published by semester 5 students of Bachelor of Science Library and Information Management (Hons) @ IM 224 pursuing Publication and Production of Information Materials (IML 601). The scope of the plan includes a variety of issues in the field of information management.

## ISI KANDUNGAN

### BAHAGIAN A

<b>What is leadership ?</b> .....	<b>1</b>
By Nur Iliana binti Baharudin Shah	
<b>Good leader and effective leadership</b> .....	<b>6</b>
By Hafizah Binti Md Aris, Norsyuhada Binti Mohd Hanafi & Shantie Binti Mohamad	
<b>The Challenges and Importance of Good Role Leadership in Information Management</b> .....	<b>14</b>
By Akilah Nadirah Binti Mohd Roszelin, Nur Anis Syuhada Binti Ab Malek & Umi Nazirah Binti Zainal	
<b>Effect of good leadership</b> .....	<b>20</b>
By Nurul Syahirah binti Md Salleh, Nur Syazwani binti Bakar, Norli Ezzati binti Mohd Abu Hassan AlShari	
<b>Leadership in public libraries</b> .....	<b>24</b>
By Aida binti Kamaludeen, Amir bin Muhamad Shafie, Muhamad Hafiz bin Abdullah.	
<b>Who's who in the library</b> .....	<b>28</b>
By Nurul Syahirah binti Md Salleh, Nur Syazwani binti Bakar, Norli Ezzati binti Mohd Abu Hassan AlShari	
<b>En. Shaharom TM Sulaiman</b> .....	<b>34</b>
By Akilah Nadirah binti Roszelin, Shantie binti Mohamed and Mohamad Hafiz bin Abdullah	
<b>An Untold Leadership Story</b> .....	<b>39</b>
By Kevin Anak Ong	
<b>Leading to the Innovation in a public library</b> .....	<b>45</b>
By Nur Ain binti Abd Wahab	
<b>Signage and Wayfinding in Library Planning and Design</b> .....	<b>53</b>
By Ahmad Zulhilmi bin Azmi & Rosidah Ismail	
<b>Preservation and Conservation</b> .....	<b>59</b>
By Afiq bin Mohd Shahari	
<b>Web Archiving and Archive Management</b> .....	<b>66</b>
By Syuhaidah Abdul Rahman	
<b>Laporan Program Annual Grand Meeting Gen-LIS 2014</b> .....	<b>77</b>
By Hafizah bt Md Aris & Nur Anis Syuhada binti Ab Malek	
<b>Laporan Lawatan Percetakan Nasional Malaysia Berhad (PNMB)</b> .....	<b>83</b>
By Umi Nazirah bt Zainal	

---

**Book Review .....91**  
**(BIBLIOLISME: Menelusuri Pesona Dunia Buku dan Pencintanya)**  
By Mohamad Hafiz bin Abdullah

**Contributors.....94**



## SIGNAGE AND WAYFINDING IN LIBRARY PLANNING AND DESIGN

By

Ahmad Zulhilmi Bin Azmi

UTM

Rosidah Ismail

DBKL

### **Abstract:**

*This article discusses the importance of signage and wayfinding in library planning and design. The bigger the library, the need for good signage and wayfinding system increase. Signage is a library's basic link to users. This is true whether the sign's purpose is to promote impulse "stop and use," to create awareness for the product or service for future reference*

**Keyword:** Signage, Wayfinding, Library, Planning, Design

### **Introduction**

Libraries began to evolve when the printing of mass book production reduced their cost and the library was born. The increase of books and readers in the nineteenth century changed the library into a rational reading room, control points and book stacks. Now to be a library in a contemporary environment, there needs to be a collection of books, access to the material and well designed arrangement of seat and tables for readers. From that point, there is a need for a satisfactory level of light, a functional plan with the logical structure of book shelves, study space and corridors. As the library building getting bigger, more and more functional spaces being created, the reading area becomes a foyer of space for the library. The library is fast becoming a complex and confusing area. According to Thompson (1991), "Fundamentally a library is not a building but a service organization. There is a need for a good and solid signage and way finding system to help users in utilizing the library services to the fullest.

### **Definition of Signage**

According to Collins Dictionary, signage can be defined as, Signs collectively, especially commercial or public display signs, The American Heritage dictionary defines signage as refers to the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. Signs are any kind of visual graphics created to display information to a particular audience. This is typically manifested in the form of way finding information in places such as streets or on the inside and outside of buildings. Signs vary in form and size based on location and intent, from more expansive banners, billboards, and murals, to smaller street signs, sandwich boards, and lawn signs. Newer signs may also use digital or electronic displays (Wikipedia, 2014).

### The Significance of Signage and Wayfinding in Library

Signage is an essential awareness of the context and the methods of production of a given piece of lettering which must be exploited. The degree to which this is exploited varies: at one extreme may be a concern for informative aspects/utility while at the other is expression. People who find themselves in unfamiliar environments need to know where they actually are in the complex, the layout of the complex, and the location of their destination in order to formulate their action plans. The route to their chosen destinations, people are helped or hindered prior to their visit, by the building's architecture and signage. The wrong and misleading sign design can lead to navigation problems in unfamiliar environments. Some signs lack conspicuity, or visibility, because the lettering lacks legibility when viewed from a distance. Others contain inaccurate, ambiguous or unfamiliar messages; many are obscured by obstructions or contain reflective surfaces, which hinder comprehension, as a result many people fail to read the signs. Because way finding problems are not confined to signs alone, they typically cannot be solved by adding more signs. Instead, such problems can be unravelled by designing an environment that identifies logical traffic patterns that enable people to move easily from one spot to another without confusion. Signs cannot be a solution for poor architecture and illogical space planning. Thus, signage is a crucial factor in directing people to the right place.

Way finding has the function to inform people of the surroundings in the (unfamiliar) build environment, it is important to show information at strategic points to guide people into the right directions. Complex structures in the build environment are interpreted and stored by in the human memory. Distances, locations and time may be remembered differently than as they appear to be in reality.

An effective way finding system is based on human behaviour and consists of the following characteristics:

- Do not make them think.
- Create a comprehensive, clear and consistent visual communication system with concise messaging.
- Show only what is needed.
- Show information what relevant is to the space, location and / or the navigation path.
- Remove excessive information.
- Remove unnecessary elements to create a clear visual environment ahead.

Way finding is a comprehensive system of signs, space planning, landmarks, art, colour, flooring, design, lighting, and other architectural elements that assist visitors in self-navigating through an environment. These components, which also shape the idea of place and communicate identity, are referred to as Environmental Graphics. Way finding should be an intuitive experience for customers, allowing them to freely explore the environment while providing information and direction where appropriate. Signage is a part of an environment's way finding system. Signage must work in tandem with all the other way finding elements by integrating the sign and graphic elements into the architectural and interior design of each library.

According to Donald & Eric (2012), "Signage is one of the most important tools for way finding. If there is one truism about library signage, it is that most of it is not very good. Understanding the mistakes that lead to bad signage is the first step on the road to creating good ones. Libraries need to recognize that signage is a powerful communications medium with as much- if not more-impact than more high-profile and often more valued electronic and print media. The backbone of signage in any building should be built on a unified architectural signage system that enhances way finding and identifies spaces within a facility."

From the above discussion, it can be concluded that the goal of way finding signage in library is to provide a set of indicators enabling users to find their destinations and know when they have arrived.

### **The Principles of Wayfinding**

The design principles are concerned making information spaces effectively navigable. Navigability means that the navigator can successfully move in the information space from his present location to a destination, even if the location of the destination is imprecisely known. Three criteria determine the navigability of a space: first, whether the navigator can discover or infer his present location; second, whether a route to the destination can be found; and third, how well the navigator can accumulate way finding experience in the space. A library mostly is a self-service operation, but the wide variety of services and materials offered by libraries require explanation and guidance (*Lushington, 2002*). There are some criteria that can be considered in determining the principles of way finding:

- **Site Logic and Landmarks**

In this case, the manner how the spaces are arranged in the library affects the user's ability to understand the surrounding environment. This will enable him/her to properly navigate the spaces and its surrounding. The importance areas and location should be visually to the user. The definition of public and private areas and spaces, the clearly visually separation of different functional zone from another is the key factor in the easiness of navigating the space.

Landmarks can be a useful way finding for the libraries. Landmarks serve two useful purposes. The first is as an orientation cue. If the navigator knows where a landmark is in relation to his present position, he can say something about where he is, and which way he is facing, in the space he shares with the landmark. A desirable property of a landmark for this use is visibility, the ability to be seen from a large surrounding area. Such global landmarks can help the navigator judge his orientation within a wide area, as opposed to local landmarks, which can be seen only in the immediate vicinity. A system of local landmarks which exhaustively cover the space can also provide the same cues as a single, towering landmark. The second use of a landmark is as an especially memorable location. One of the classic landmarks as a way finding is the building of Perpustakaan Negara Malaysia. Its building

---

design is based on the concept of the traditional Malay headgear the Tengkolok which is a symbol of intellectual pride and respect in Malaysian culture. The tiles on the roof are also unique containing patterns inspired by the Kain Songket (traditional hand woven cloth). It's a unique design that can be used as navigation landmarks.

A system of landmarks helps to organize and define an information space. However, they should be used sparingly; placing too many landmarks in the space belies their usefulness as memorable and unique locations. Landmarks, then, are a scarce resource that can be used not only to assist way finding but also to serve the space's larger purpose.

- **Systems**

The most important component of way finding is the system of organisation. In preparing a way finding plan, the naming, numbering and organization of the site and part of a building are the essential ingredient. It should put near the entrance to any department and area. This will help to user to find a better solution.

- **Orientation**

A directory map is important for users to search for a location without an assistant. In any building, usually this map also called "You Are Here" maps. It must be simple and show enough information for the users to navigate the area.

- **Sign Elements**

While architects will typically have control over the building identification and regulatory signage, library staff should have considerable control over directional and informational signs.

**Directional Signage**

Three considerations stand out when it comes to directional signage:

1. Use minimal directional signage.

It is not always better to have more directional signs than fewer, and it can actually be worse. In an entirely new space, resist the temptation to overload it with directional; in an existing space, seriously consider taking down all the existing directional signage and starting over with the mind-set of making way finding work with the fewest possible signs.



## 2. Use bump points to help with directional signage placement.

Bump points are those places in any building where people routinely stop or slow down as they decide which way to go next. One good strategy in a new or remodelled space is to open with low-cost temporary directional signage and wait until you have determined the bump points before installing permanent directional signage. Set a date by which the temporary signage will be replaced with permanent signage, and be sure not to allow temporary signage to remain in place so long that it starts to look ratty. The quality of temporary signage must be reasonably good. Printed signs on foam-core backing make for acceptable temporary signage; anything on sheets of paper or handwritten is unacceptable.

## 3. Consider the best placement of directional signs

There remains the question of where directional signage should go so that people actually see it at the moment of need. To determine placement, it is helpful to discover through observation where bump points are. North wall of west wing? South wall of east wing? Double-sided and suspended from the ceiling? No manual can answer these kinds of questions, but careful observation of how people behave at the bump point, combined with consideration of every option; go a long way toward finding the best solution.

- **Informational Signage**

Informational signage tells building users where they are and what they can (or cannot) do. Some informational signage, such as room identification signage, is also regulatory. Informational signage can also be directional. Say that a copier room is located in the middle of a long hallway. A perpendicularly mounted, double-sided sign reading Copier Room is informational in that it identifies the space, but it is also directional in that it can be seen from either end of the hall, thus guiding library users to the copier room. Most of the signage mistakes mentioned in the sidebar involve informational signage, so it is crucial to think carefully before deciding whether an information sign is needed.

A special type of informational signage is a donor-recognition signage. Whether it takes the form of generic engraved brass nameplates on a walnut plaque or elaborate tributes that move into the realm of high art, donor-recognition signage should not hinder way finding or library operations.

There is no single, simple solution for creating a library space that allows users to successfully find their way. Eliminating obstacles to way finding cannot do it all. A building designed with way finding in mind is a great asset, but even that cannot win the battle all by itself. These elements need to be combined and harmoniously tuned to allow successful way finding. And finally, even in the best-tuned building, some users will still need, from time to time, human help to find their way.

## Conclusion

There are many issues around access to a library that should be address by the librarians (Ayub, 2009). One of it is the signage and way finding. Libraries exist in a highly competitive environment as the new technology emerges. To succeed and stay relevant, a library must be able to communicate with users quickly and effectively regarding the products or services it offers. For libraries, the most cost-effective and efficient form of advertising to potential users is on-premise signage.

Signage is a library's basic link to users. This is to true whether the sign's purpose is to promote impulse "stop and use," to create awareness for the product or service for future reference, to reinforce other forms of product advertising, to influence usage decisions once the user has stopped, or to physically mark the building site and location to aid motorist safety.

## References

- Beneicke, A., Biesek, J., & Brandon, K. (2003, January 1). Wayfinding and Signage in Library Design. Retrieved October 27, 2014.
- Khan, A. (2009). *Better by design: An introduction to planning and designing a new library building*. London: Facet Pub.
- Lushington, N. (2002). *Libraries designed for users: A 21st century guide*. New York: Neal-Schuman.
- Signage. (2014, May 1). Retrieved October 27, 2014.
- Thompson, G. (1991). *Planning and design of library buildings* (3rd ed.). London: Butterworth Architecture.

# CONTRIBUTORS



**AZMI BIN AB RAHMAN**

LECTURER OF  
FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**SHAHAROM TM SULAIMAN**

LECTURER OF  
FACULTY OF INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**KEVIN ANAK ONG**

BUSINESS DEVELOPMENT EXECUTIVE  
REGALIA RECORDS MANAGEMENT



**NUR AIN BINTI ABD WAHAB**

BACHELOR OF SCIENCE (HONORS)  
RECORDS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**NUR ILIANA BINTI BAHARUDIN SHAH**

WORK AS PEGAWAI ARKIB SEKSYEN PERANCANGAN  
STRATEGIK & ANTARABANGSA DI ARKIB NEGARA MALAYSIA



**NORSYUHADA BINTI MOHD HANAFI**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT  
 UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**AIDA BINTI KAMALUDEEN**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT



**AMIR BIN MUHAMAD SHAFIE**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT  
 UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**NORLI EZZATI BT MOHD ABU HASSAN ALSHARI**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT



**NUR SYAZWANI BINTI BAKAR**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT  
 UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**UMI NAZIRAH BINTI ZAINAL**

BACHELOR OF SCIENCE (HONORS)  
 LIBRARY AND INFORMATION MANAGEMENT



**AKILAH NADIRAH BINTI MOHD ROSZELIN**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT



**SHANTIE BINTI MOHAMAD**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT



**HAFIZAH BINTI MD ARIS**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT



**NUR ANIS SYUHADA BINTI AB MALEK**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT



**NURUL SYAHIRAH BINTI MD SALLEH**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK PERDANA



**MOHAMAD HAFIZ BIN ABDULLAH**

BACHELOR OF SCIENCE (HONORS)  
LIBRARY AND INFORMATION MANAGEMENT



**ROSIDAH BT ISMAIL**

KETUA BAHAGIAN PUSAT REKOD  
DEWAN BANDARAYA KUALA LUMPUR



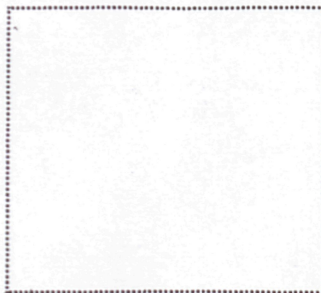
**AHMAD ZULHILMI BIN AZMI**

PEMBANTU PERPUSTAKAAN  
PERPUSTAKAAN SULTANAH ZAHARIAH  
UTM KUALA LUMPUR



**SYAHIDAH ABDUL RAHMAN**

BACHELOR IN LIBRARY SCIENCE  
UNIVERSITI TEKNOLOGI MARA



**AFIQ BIN MOHD SHAHARI**

BACHELOR IN LIBRARY SCIENCE  
UNIVERSITI TEKNOLOGI MARA